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Regarding The Lotus.



MAGAZINES come and go. Some of them stand so little on the order of their going, that they go even before they come. People little know how many periodicals are planned, but never reach so much as a first number. Many others sink into oblivion soon after they are started. For a magazine to survive the initial year is a rare occurrence; for it to become established with the very first issue is phenomenal. Yet this is what THE LOTUS accomplished. It is well along in its second year. It was placed from the beginning on a permanent basis.

This was made possible by a feature unique in magazine history;—certain men of great prominence becoming at the outset, Patrons in Perpetuity—Founder Patrons, as it were—of THE LOTUS. They form a group of men whose support is an honor to any enterprise and the weight of whose influence it would be folly not to recognize.

In the pages of a magazine, which is issued only to its Patrons, therefore going into families

THE LOTUS of the highest taste and refinement, it may not be considered too personal to say that the first Patron in Perpetuity of THE LOTUS was Mr. Morgan, and that among the earliest names added to the Perpetuity list were those of Messrs. George Blumenthal, Henry C. Frick, Elbert H. Gary, Archer M. Huntington, Arthur Curtiss James, Otto H. Kahn and Thomas F. Ryan. Of course the list of Patrons and Associate Patrons has steadily grown, and in the same substantial manner, among the latest names added to it being those of Messrs. P. A. B. Widener, George W. Elkins and John G. Johnson, of Philadelphia; Mr. Charles Allis, of Milwaukee; and representative people of other cities.

The editor of THE LOTUS, adapting its policy to the high character of its Patrons, has purposely avoided the promiscuous, hodge-podge make-up of the so-called "popular" monthly and has opened its pages only to subjects that would appeal to people of refinement and culture, such as the Patrons of THE LOTUS are.

LOTUS Patrons will be found among the Founders of The New Theatre; the Members, Fellows and Benefactors of the Metropolitan Museum of Art; the boxholders at the Opera

and their families. For this reason entire issues of the magazine have been devoted to subjects intimately connected with these institutions, such as the production of "The Blue Bird," the exhibition of Oriental rugs, the first performance in America, in fact anywhere, of Puccini's "Girl of the Golden West," an event that, indeed, was made possible largely through the efforts of one of this magazine's Patrons in Perpetuity, Mr. Kahn.



In almost all fields of activity related to art and culture and, in general, to the finer things of life, Patrons of THE LOTUS will be found. It is a privilege to publish such a magazine for such people.

Gustav Kobbé